

# Lindt & Sprüngli celebrates Easter with Lagardère Travel Retail at Geneva Airport



The promotional space featured Lindt's hero icon, the Lindt Gold Bunny

[Lindt & Sprüngli](#) partnered with [Lagardère Travel Retail](#) to deliver an Easter-themed chocolate experience at Geneva Airport.

According to the company, "The promotional space in Place Centrale was transformed to feature Lindt's hero icon, the Lindt Gold Bunny, and offered travelers the opportunity to discover Lindt's famous LINDOR truffle, freshly made on-site by the Master Swiss Chocolatier.

"Travelers were greeted with eye-catching counters displaying Easter greetings, planted on top of a grass carpet. The playful grass patch housed a bunny sculpture made from hundreds of Lindt Gold Bunnies, facing an over-sized Lindt Gold Bunny for extra Easter cheer."

A Master Swiss Chocolatier was on hand to serve fresh LINDOR truffles, and ribbon printing was also available, allowing customers to personalize the ribbon tied to the Lindt Gold Bunny or the Lindt Swiss Masterpieces.

Peter Zehnder, Head of Lindt & Sprüngli Global Travel Retail commented, "We're delighted to partner with Lagardère Travel Retail to offer the best of Lindt's chocolate and experiences at Geneva Airport during the key Easter travel and gifting period. Incorporating data we have collected on consumer behaviour in the 'Delight' pillar of our category vision, the animation aims to spread the joy of taking home gifts for loved ones. We hope that travelers enjoy discovering all that the animation has to offer."

Stephanie Zakarian, Head of Global Confectionary at Lagardere Travel Retail added, "Together with Lindt & Sprüngli Global Travel Retail, we're pleased to celebrate Easter with an eye-catching

animation that is sure to put a smile on travelers' faces. The animation, with the novelty of freshly made chocolate prepared by the Maître Chocolatier, underlines our goal to offer travelers memorable experiences at the airport."